

City of Burlington / CDBG 2011 Application Form

Eligibility _____ National Objective _____ NRSA _____
(Office Use)

Project # _____
(Office Use)

Project Name: Heineberg Senior and Community Center

Project Location/Address: 14 Heineberg Road Burlington 05408

Organization: Chittenden County Senior Citizens Alliance, Inc.

Mailing Address: same

Contact: Gail Moreau

Title: Executive Director Phone #: 863-3982

Web Address: heinebergseniorcenter.org Fax #:

E-mail:

gail@heinebergseniorcenter.org

I. CDBG Funding Request:

\$ 6,000

II. Project Summary: Briefly describe the project or program to be funded with CDBG. (Please use a one or two sentence description – there is room in Section IV for more detail.)

The Heineberg Senior and Community Center serves older adults age 50 and over, providing nutrition, educational, health and wellness and social programs. This Center plays a critical role in our community, promoting successful aging. CDBG funds will be used to provide staffing for the programs vital to the nutritional health, wellness and independence of seniors who reside in Burlington.

III. Description of Organization: Describe the capacity of your organization to successfully carry out the program activities. What is your mission, and how do the proposed activities fit with your mission?

The Heineberg Senior and Community Center (HSCC) has been operating at the same location since 1971 and celebrated its' 40th Anniversary this past October 2011. It is recognized in the community as a valuable resource for seniors, and their families have come to depend on the Center for vital services. The HSCC has a long track record of service and is a resource on aging and often times is the first place the seniors, families and other community members turn to when information about aging issues is needed.

As a well-respected 501(c)(3) organization in the Burlington community, the Heineberg Senior and Community Center has been a leader in elder initiatives in Vermont. With a dedicated Board of Directors, experienced administrative staff, and extensive history of successful partnerships, the HSCC plays a significant role in the way that older adults in Burlington age. Operational expenses remain quite reasonable. Many dedicated volunteers provide programming, maintenance and staff the Center.

The mission of the senior center is to provide a friendly, supportive gathering place for older adults. We celebrate a variety of opportunities to achieve a higher quality of life. All of our programs reflect the mission of the Center.

IV. Project Description:

- a. Describe the specific activities to be carried out by your project with CDBG dollars and the accomplishments you plan to achieve. Please distinguish the total number to be served from the number of Burlington clients to be served. Be specific about the tasks / work that CDBG will pay for. Use the table below, adding rows if necessary. You may add narrative below the table if needed for further description.

Specific Service / Activity: Health, Wellness and Nutrition Program	CDBG will pay for: Salary	Unduplicated Total # of Households / Persons to be Served in this Service / Activity: 250	Unduplicated Total # of Burlington Households / Persons to be Served: 230	Outcome(s) to be Achieved: Everyone has access to food and health and wellness programs.

- b. If you plan to pay for staff with CDBG funding, describe what they do in relation to the specific service(s) / activity(ies) described above. All staff that appear in the salary / benefits line items in your budget (Section XV) must be described below. Add rows if necessary.

Specific Service / Activity Salary	Position/Title Executive Director	Work Related to CDBG-Funded Activity Nutrition, Health and Wellness Program	# of Hours per Week spent on this Specific Service / Activity 22hours/week	% of Hours per Week spent on this Specific Service / Activity to be paid with CDBG 25%

V. Beneficiary Information

- a. For each service / activity you identified in Section IV, please project how the Burlington residents will break out into the following income categories. Use the Income Table at http://www.cedoburlington.org/cdbg/income_limits.htm.

Service / Activity:	Unduplicated Total # of Burlington Households / Persons to be Served: 230	# Extremely Low-Income 36%	# Low-Income 36%	# Moderate-Income 17%	# Above Moderate-Income 11%

- b. Please provide a single unduplicated total beneficiary count below:

Unduplicated Total # of Burlington Households / Persons to be Served: 230	# Extremely Low-Income	# Low-Income	# Moderate-Income	# Above Moderate-Income
	36%	36%	17%	11%

- c. How will/do you document beneficiary income levels?

All of our participants declare their income on an annual basis. This is done anonymously.

VI. Problem Statement

a. What particular problem or need will this project address?

The Heineberg Senior and Community Center addresses the lack of good health, nutrition, wellness, and exercise programs for older adults living in Burlington. These programs are preventive in nature and help senior citizens stretch their limited incomes, while maintaining good health, nutrition and well-being. The Center fills a need for community engagement among our older adult population in Burlington. If you have ever eaten alone, seven days per week all year, you would understand the importance of the Congregate Mealsite Program that we operate five days per week at the Senior Center.

According to data from Hunger Free Vermont, an estimated third to one-half of all health problems in older adults are due to poor nutritional intake. Poor nutrition is associated with depression, anxiety, falls and an inability to recover from illness. As food and medicine prices rise, the need for low-cost and effective nutrition programs are more important. This is the role that the Heineberg Senior Center plays in our community.

This year, we added one more day to the noon-time meal program, along with a once per month Friday night supper. This expanded the opportunities for seniors to get their nutritional needs met. Donations are accepted for our meal program, but not required.

b. How was this need identified?

This need is identified in our community by the Champlain Valley Agency on Aging (CVAA), Hunger Free Vermont and is validated locally by surveys conducted by the Heineberg Senior and Community Center of our participants and other community residents aged 50 and over. Our research also determines the programs we offer and reinforces the need for exercise. The Vermont Division of Disability and Aging Services also identify the need for nutrition and exercise programs. These programs help to minimize and cope with symptoms to improve quality of life.

We are a CVAA Congregate Mealsite, one of two in Burlington.

c. Why is this a funding priority for Burlington?

Burlington is interested in keeping our elders healthy, living independently, actively engaged in the community and living in the setting of their choice. Good preventive programs for seniors help all of us living in this community. We can provide low cost, safe and secure programs in a reasonably cost effective program at the HSCC.

We can help elders obtain services that they need to live independently, such as Medicare Part D information, CVAA resources, transportation through SSTA, to name a few. We can provide a hot meal, which can stretch the budget of seniors living on a fixed income. We can provide a place for seniors to gather, to be with people their own age. **It has been proven that isolation is the number one cause for the deterioration in health of older people.** Helping seniors to remain healthy and actively engaged in life is a priority for the senior center. It should be a funding priority for the City of Burlington. It makes good sense.

VII. Program Goals: How will this project reduce the number of people living in poverty? Will it help people move out of poverty? Prevent people from entering poverty? Address basic needs of people living in poverty?

The Heineberg Senior and Community Center provides programs that help stretch the fixed incomes of older adults, preventing them from falling further into poverty. About 36% of senior center participants have an income of less than \$15,000, while 72% report living on \$24,000 or less. Low cost or no cost health, nutrition, and wellness programs offered at the Center help to keep seniors healthier, thus decreasing health care costs for the individual, family, and the . Our

noon time fully balanced meal for the small donation of \$3 helps seniors with everyday nutritional needs. If a senior finds the donation amount too high, the meal is provided at no cost. Our food donation program from a local grocery store allows food products to be taken at no cost to the senior. This program has seen an enormous growth in the past year. Another program that has seen a growth in numbers is the Friday Night Suppers. We have heard from many participants that this activity based around a meal helps to eliminate some of the week end loneliness and nutritional needs. Stretching the budgets of older adults helps to reduce the number of people living in poverty, addressing the basic need community of good nutrition.

- a. Are you targeting any specific disadvantaged population/group of people? If so, who are they? (i.e., people with disabilities, minorities, women with children living in poverty, people with limited English proficiency, at-risk youth, etc.)**

We target older adults in our community.

VIII. *Equal Opportunity/Accessibility:*

- a. How do you make sure your programs are accessible to all, inclusive and culturally appropriate?**

The Heineberg Senior Center is handicapped accessible and has been for the past twenty plus years, complying with federal standards.

Our programs reflect the many cultures that are represented by the population that we serve. For example, we have hosted programs that celebrate the languages, religions and cultures that we see here at the Center. We have been selected and funded by AARP to increase our cultural competency, and bring our programs to new American older adults in our community. We are very excited about this joint venture with AARP, and have a committee of ten folks from the Center working on programs to attain our goals. We are working with the Vermont Resettlement Project.

We use the federal standards for equal opportunity in hiring and in board recruitment

- b. Describe the diversity status of (i) your staff for this program and (ii) your Board. How does that compare with the diversity status of the clients of the program / project you're requesting funding for?**

We have one part-time staff person who is white.

Our board consists of all older adults, who represent the diversity status of the participants at the Center. Being an elder in our community is not an easy one, transportation is a challenge, living on a fixed income is very difficult, dealing with health issues, and losing loved ones and friends on a regular basis comprise the life of older adults. Our society does not value elders, this makes this population its' own diverse group.

- c. Describe the diversity / cultural competency trainings that your staff and Board have participated in during the last year.**

We are very excited to be involved in a two year project with AARP to increase our cultural competency. AARP chose the Heineberg Senior Center for this work with immigrants and refugees because of our capacity for programming and the group of Center volunteers excited about this educational and cultural opportunity. This will involve programs, educational opportunities and work with other organizations in the community that work with older adults. We are very excited about our collaboration with Vermont Refugee Resettlement Project.

IX. *Impact and Evaluation:*

- a. How do you define success? How do you measure it? How many of your beneficiaries achieve it?**

The Heineberg Senior and Community Center utilizes several assessment instruments to evaluate the effectiveness of our programs including the USDA Nutritional Risk Survey, the NIH Geriatric Depression Survey, and participant information assessment, which is annually reviewed and updated to provide us with specific data to evaluate the success of our programs and initiatives. Each year, the Executive Director and Board of Directors review assessments to plan and budget for programs responsive to the needs of senior participants and potential participants.

As an example, we added two new exercise programs to address the needs of more frail folks, a sitting yoga program, and a Matter of Balance class.

Most participants relate to how much the programs at the HSCC are vital to their quality of life. As Mary R. (age 91), said recently, "Without this Senior Center, I would have died long ago." Another senior related in a survey that the Center gives her a reason to live, and helps her maintain her sanity as she takes care of her husband, who is suffering from dementia.

b. If this is an existing project:

1. What were your projected accomplishments for your most recent completed funding period or fiscal year?

Our projected accomplishments for our most recent funding period were: serving 250 unduplicated Burlington senior citizens, serving 3500 hot noon meals, giving free food to 30 - 35 seniors per week, 1500 suppers and presenting 122 diverse programs per month.

2. What were your actual accomplishments for that period? If you did not meet projections, please explain (i) why and (ii) how you will overcome that issue in the future.

We met all projected accomplishments for that period. We actually exceeded our projected output in meals served, serving over 4,000 hot noon meals and expanding our supper program from last year. Between 30 - 40 seniors per week take home at least two bags of free produce and food products per week. We also expanded our noon meal by one day per week.

X. Community Participation & Partners

a. How are the community and/or program participants involved in decision-making and in identifying the program need, design and/or evaluation?

The Heineberg Senior Center involves the participants in a variety of ways. The Board of Directors comes from the senior participants at the Center. This board oversees all programs, fundraising, and building operations. The building is owned by the 501©3 organization.

The Executive Director surveys all programs to be sure that they are still fulfilling the needs of the participants, and keeps abreast of new data to create new programs for prospective senior participants.

b. Who do you mainly work with (i.e., what partners) to get the outcomes you want for your clients?

We collaborate with many organizations to provide unduplicated services to elders in our community. We work with AARP, Champlain Valley Agency on Aging, VNA, Hunger Free Vermont, Fletcher Allen Health Center, SSTA for transportation, Burlington Parks and Recreation, Burlington School District, Cathedral Square Housing Corporation, Refugee Resettlement Project of Vermont, Department of Disabilities, Aging, and Independent Living, Long-Term Care Coalition, COVE, CEDO, and the Champlain Senior Center. We also partner with private organizations and businesses, such as Jazzercise of Burlington, the Elks Lodge, and Hannafords. Without collaboration with many organizations, we would not be able to offer the variety of programs that we do.

XI. Sustainability

a. How will this project have a long-term benefit to the City of Burlington?

The Heineberg Senior and Community Center has been providing nutritional, educational, health, social and recreational programs to older Vermonters for forty years, keeping senior residents

independent and out of costly nursing homes as long as possible. As important, however, is the fact that senior centers provide an important link to seniors, a growing and vibrant resource for our community. With diverse programs to exercise the mind as well as the body, the Center actively engages seniors in creating enriched lifestyles that, not only benefit the individual in their later years, but also positively impact the city. Many programs at the Center are taken out to the community, as with the Heineberg Dancers and Chorus. These groups entertain others, as well as give an example of successful aging. This past year, we have undertaken the project of producing drainage bags, scarves, and lap quilts for the Vermont Cancer Center. With the retirement of Baby Boomers, the numbers and diversity of the senior population will swell, challenging the City of Burlington to capitalize on this tremendous human and social capital. The AARP report on creating a livable community for our older adults recognized the two senior centers in Burlington as being a critical link in our city.

b. If the project ends, will that benefit continue?

It would be extremely difficult for the City of Burlington to take up the programming slack if the project at the HSCC ends.

c. If CDBG funding ends, will the project be sustainable (i.e., able to continue)?

The project is sustainable by the continued financial support from the community and the fundraising and grant writing efforts by the staff, seniors, and the board of directors. However, it will always remain critical for the City of Burlington to share the responsibility for its senior population and the programs and services needed by them. As a well-respected and experienced organization, the Heineberg Senior and Community Center has demonstrated its commitment and is a worthy steward of community resources that benefit our aging residents.

XII. Consistency

a. What Consolidated Plan objective does this project support?

Under the City strategy of "Protect the Vulnerable", we support the objective of helping residents remain housed and living independently.

Under the City strategy of: "Suitable Living Environment Goal", we help Burlington residents enjoy livable, attractive neighborhoods, are assured of safety and quality of life in their neighborhoods and in their homes and have the necessary community supports to thrive.

b. What other City plans, if any, does this project support or complement?

- c. Under the Strategy: Provide Access to Services to Stabilize Living Situations: Enhance Health, Safety and Quality Of Life: Help 2,000 residents access nutritious food each over the next five years.

XIII. Readiness to Proceed

a. Is the project ready to begin July 1, 2012 and be completed by June 30, 2013?

Yes

b. If not, what are the expected start and completion dates?

c. Are there any other conditions (i.e., obtaining permits, the availability of other funding, etc.) that may affect your ability to begin or complete this project?

There are no conditions that will affect our ability to begin or complete this project.

XIV. Financial Narrative

a. Why should CDBG resources, as opposed to other sources of funding, be used for this project?

The Heineberg Senior and Community Center effectively addresses the needs of elders living on limited resources by creating programs that support the need to keep elders healthy, independent, and actively

engaged in our community. CDBG monies are targeted towards assisting low income seniors stretch their limited resources, providing essential services and food. This grant money fills a gap in our community,

- b. Describe your use of community resources. For example, will your project be matched or leveraged with other funding sources or resources (such as volunteers) that don't appear in the budget summary below?**

Our organization is highly dependent on the use of volunteers for the successful operation of the senior center programming. We have received funds for building upgrades in the past year from CDBG grants and hope for continued consideration from them this year. We are a United Way of Chittenden County agency.

- c. Has your organization had any significant changes in funding levels over the last year? If so, please describe.**

We have not had any significant changes in funding levels over the last year.

We are proud of the fact that with the combination of a very frugal budget, and the hard work of many fundraising efforts, we ended fiscal year 2011 in the black. We are also proud to say that we have received funding from the United Way of CC and the City of Burlington again this year. We have put together an ambitious budget for 2012 and feel confident of continued success.

- d. What percent of Agency funds are used for administration vs. program costs?**

Our administrative costs are 15% of our budget.

Budget

a. Summary

	Project		Agency	
	Current	Projected	Current	Projected
CDBG	\$ 2193	\$	\$ 2,193	\$ 6,000
State	0	0	0	0
Federal	0	0	0	0
United Way	20,000	25,000	20,000	25,000
Private	7,750	8,000	17,670	18,000
Program Income	11,000	12,000	23,700	24,700
Other	37,500	37,500	37,500	37,500
Total	\$ 78,443	\$ 82,500 **	\$ 101,063	\$ 111,200

* Must match your CDBG request amount on Page 1.

** Must match in all three boxes on Pages 7 and 8.

b. Proposed Project Budget Sources

CDBG	\$ 6,000 *
Other Federal – please specify funder and program (i.e., HUD – Emergency Shelter Grant, etc.)	
	\$
	\$
	\$
	\$
State – please specify funder and program (i.e., Department of Health – AIDS Prevention, etc.)	
	\$
	\$
	\$
	\$
United Way of Chittenden County	\$ 25,000
Private – please specify (i.e., individual donations, foundations, faith-based organizations, etc.)	
Individual donations	\$
	\$
	\$
Other – please specify (i.e., fee-for-service, etc.)	
Program Income	\$ 12,000
City Funding, fundraising, corporate grants	\$ 39,500
TOTAL	\$ 82,500 **

c. Proposed Budget Uses: Please be sure that all funding uses (including staff) that appear in Section IV also appear here.

<u>Line Item</u>	<u>CDBG</u>	<u>Other</u>	<u>Total</u>
Salary	\$ 6,000	\$ 25,776	\$ 31,776
Occupancy	\$	\$ 22,350	\$ 22,350
Program Expense	\$	\$ 28,374	\$ 28,374
	\$	\$	\$
	\$	\$	\$
TOTAL	\$ 6,000 *	\$ 76,500	\$ 82,500 **

* Must match your CDBG request amount on Page 1.

** Must match in all three boxes on Pages 7 and 8.